

### Abstract of the disclosure

An objective of the present invention is to acquire necessary contents data interlocking with contents stored in a toy. A toy 10 stores identification data the communication start data, and has an external connecting unit. When the toy 10 is connected with a personal computer 20, the personal computer 20 reads the identification data and the communication start data, and the identification data is automatically transmitted to a server 30 through a network 40 on the basis of the communication start data. The server 30 determines whether the transmitted identification data is registered or not. When the identification data is registered, the server 30 transmits contents data to the personal computer 20, and when the identification data is not registered, the server 30 transmits registration application data to the personal computer 20.